

**ABSTRACT OF THE DISCLOSURE**

[0033] An intelligent email detection and auto reply email tool is disclosed. A method includes receiving an incoming email, determining whether the incoming email requires a response; and after determining that the incoming email requires a response, generating an auto reply email to the incoming email, wherein the incoming email is processed to determine characteristics of the auto reply email. Email sent to customers can have a no-reply origination address and control identifiers that then are recognized on incoming replies. The control identifiers can include such information as application information that identifies an application that generated the email (billing, marketing, order confirmation), region information, and an auto reply email count. The auto reply email can be associated with a web-based customer feedback tool including, for example, a dynamic web page that directly intelligently interlinks the customer to a web based email feedback system.